



STATE OF WASHINGTON
HIGHER EDUCATION COORDINATING BOARD

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June 5, 2009

TO: Student Employment Administrators
Financial Aid Administrators

FROM: Jeffrey N. Powell, Assistant Director

JNP

**SUBJECT: STATE WORK STUDY HIGH EMPLOYER DEMAND PROJECTS –
APPLICATION TO PARTICIPATE**

The Higher Education Coordinating Board (HECB) invites you to apply to participate in the Washington State Work Study High Employer Demand (SWS HED) program.

What is it? Recently, the Legislature passed and the Governor signed Substitute Senate Bill 5044. Among other things, the bill establishes a new placement priority within SWS for “high employer demand” positions. All participating institutions are expected to take meaningful steps to meet the new SWS placement priority. The HECB will assist institutions in meeting this statutory requirement by providing the opportunity to access additional SWS wage and administrative support dollars via the SWS HED program.

The HECB considers an occupation to be “high employer demand” if the field has a substantial number of current or projected employment opportunities that exceed the number of graduates prepared for employment in that field. Instructions on how to access a list of eligible occupations is discussed in the application materials. By establishing placement opportunities in high employer demand fields, you are linking students to employers with excellent future job prospects and directly contributing to Washington’s long-term economic vitality.

What does it mean for your college and its students? Your institution has the opportunity to leverage up to **\$40,000** in additional SWS wage funds for your financially needy student population by submitting an application to participate. An additional administrative allowance of up to **\$6,000** (more if exceptional circumstances are documented and approved, see application) is also available to assist with project operation and high employer demand job development.

How do you apply? Please refer to the application materials below for more details about required program features and the application process. Applications are due to the HECB by **Friday, July 31, 2009**, and award notifications should be made by August 28, 2009.

Want to know more or preview your ideas? We look forward to working with you to expand opportunities for students in high employer demand fields and to ensure that your institution is meeting this new SWS statutory placement priority. If you have questions about this program or want to discuss ideas or application details, please call me at (360) 704-4150.



**Washington State Work Study Program
High Employer Demand Project Application
2009-2010**

**DUE DATE:
JULY 31, 2009**

Student Financial Assistance
Attn: Jeffrey Powell, Assistant Director
Higher Education Coordinating Board
917 Lakeridge Way
PO Box 43430
Olympia, WA 98504

State Work Study High Employer Demand Projects

Background

The SWS High Employer Demand (SWS HED) program is being developed to:

- Help institutions meet the statutory placement priority for “high employer demand” positions as per Substitute Senate Bill 5044.
- Grow the number of graduates with high employer demand job experience.
- Provide employers in high demand fields with incentives to participate in SWS in order to expand job opportunities for students in growing fields.

High Employer Demand Fields/Occupations

For the purposes of SWS HED, “high employer demand” is defined as:

- An occupation with a substantial number of current or projected employment opportunities.

Some general examples of fields currently considered to be “high employer demand” include nursing, teachers in special education, mechanical engineering, science technology, and computer programming.

The best resource available to access a comprehensive listing of specific fields and occupations meeting the high employer demand definition is the *Local Area Demand/Decline* website (maintained by the Employment Security Department and local Workforce Development Councils) at:

- www.wilma.org/wdclists/

This website provides a current assessment of high demand occupations, both at the local and state levels. You may utilize your local county list and/or the statewide list to determine which occupations from which fields would qualify as high employer demand for the purposes of this application.

However, as you consult the web-based listings of high demand occupations, please remember that SWS HED placements must meet all other SWS program eligibility criteria, including academic and vocational relevance. As such, certain listed occupations, such as “bartender” or “taxi driver,” are unlikely to pass general program standards as suitable placements and should be avoided.

Project Eligibility

A successful application to participate in the SWS HED program will demonstrate that:

- By working with the institution's student employment administrator, SWS eligible students will be identified and employed through SWS HED funding.
- SWS HED participants will work in a field/occupation defined as "high employer demand" (see above).
- SWS HED placement options may include term by term assignments or year-long placements.
- Project participants will formally assess their experiences and discuss future aspirations to engage in high employer demand careers.
- Letters of support are included from high demand employers, deans of involved departments at your campus, and the institution's financial aid, student employment, and/or career services office.

Funding

- Funding for SWS HED comes from the SWS appropriation combined with a small federal matching grant. Generally, most projects will be funded at about **\$46,000** per year.
- The wage allocation cannot exceed **\$40,000** and can pay **100 percent** of the student's gross salary. Actual student earnings must be reported by the institution on a student-by-student basis at the conclusion of the project so that the federal share can be properly attributed.
- An administrative grant supporting project activity will be provided equal to **15 percent** of student wages. This amount is in addition to and separate from the funds provided for student wages.
 - Allowable administrative costs include project materials, student benefits on earnings, background checks, fingerprinting, transportation costs, and professional staff time in direct support of the project. Institutional indirect costs are not allowable.
 - Administrative support above the 15% limit, but not greater than 20%, can be provided in exceptional circumstances and if funds allow. An example of an exceptional circumstance could include projects where student employees must travel long distances in order to reach the high demand employers they are working for. If you believe your project requires additional administrative support above 15% in order to function, please include a detailed rationale.

Application Elements and Content

Each institution is asked to submit one copy of its application containing the elements described below, accompanied by the Application Cover Sheet (attached below) identifying the institution, the project director's contact information, and indicating institutional awareness and support of the proposal. Applications will be evaluated on the quality of the following components:

1) Project description:

- Describe key project elements including project goals and organization, employer participation and student management, anticipated placement activities, group meetings, and sustainability plans.
- Provide the plan for SWS student recruitment, orientation, training, and reflection.
- Describe expected project results, including a timeline of project activities and an evaluation plan.
- Provide Letters of Support from key participants such as institutional departments, high demand employers, and financial aid office officials.

2) Management and Structure:

- Describe how the project will be managed - address how planning, staffing, organization, recruitment, and funds management will be handled.
- Include a resume for the project director and any other supervising personnel – address how the qualifications of the project director will lead to success with this project.
- Administrative staff involved in the project should be named and their project responsibilities discussed.
- Describe the number and type of work study student positions anticipated for the project, including estimated wages plus any in-kind match. To estimate wages, use the following method: # of students x \$ pay per hour x hours worked per week x # of weeks per year. Please remember that only wages earned by SWS eligible students can be subsidized with SWS HED funds.

3) Budget:

- List the total estimated cost of the project divided into the two categories of student wages and administrative expenses. Student wages should be estimated as described above.
- Indicate any in-kind funding from institutional or other sources. This is not a required element but strengthens an application.
- Break down the administrative category into smaller components such as personnel costs, supplies, background checks, fingerprinting, travel, training, direct administrative costs, etc.

- Generally the total budget will not exceed **\$46,000**, including the administrative grant. Requests for an administrative grant above 10 percent, but not above 15 percent, of student wages must include documentation of exceptional circumstances.

4) **Student Job Description(s):**

- Provide a copy of the proposed SWS job description(s). Descriptions should include at least a job title, pay range, minimum qualifications, and educational benefit to be derived.
- Job description forms can be obtained from your student employment office or at the HECB website: www.hecb.wa.gov/financialaid/sws/documents/SWSjobdescform.pdf

Project Time Line and Reporting Requirements

Submit one copy of the project application. ***Proposals are due to the Board by Friday, July 31, 2009.*** Final selection of projects and notification of awards are expected to occur no later than August 28, 2009. Both those selected and those not selected will be notified.

Administrators of selected projects will receive an award notification along with project guidelines and copies of the administrative grant contract. Project guidelines will include reporting requirements including a mid-year assessment, a student-by-student report of earnings, and a final project report due by *June 25, 2010*.

If you have questions about the process or want to talk over ideas, please contact me directly at (360) 704-4150 or jeffreyp@hecb.wa.gov.

***Washington State Work Study Program
HIGH EMPLOYER DEMAND PROJECT
Application Cover Sheet
2009-2010***

Institution

Project Director

Title

Phone Number

E-mail Address

Mailing Address

City, Zip Code

Fax Number

Title of Project

Signature of Project Director

Date

Signature of Student Employment Administrator

Date

Signature of Financial Aid Director

Date